

We Claim:

1. A coating composition for applying to a substrate which reflects colored light comprising:

- (a) an upper layer comprising a resinous binder and colorants which emit fluorescent light when exposed to visible light; and
- (b) a lower layer comprising a resinous binder and light-absorbing particles,

wherein said coating composition exposed to a first light level exhibits a first colored appearance that is dominated by absorbance of light by both of said colorants and said light-absorbing particles and wherein the coating composition exposed to a second light level exhibits a second colored appearance dominated by fluorescent light emitted by said colorants.

2. The coating composition of claim 1, wherein said colorants comprise dyes or pigments.

3. The coating composition of claim 2, wherein said dyes are selected from the group consisting of acridines, anthraquinones, coumarins, diphenylmethanes, diphenylnaphylmethanes, quinolones, stilbenes and triphenylmethanes.

4. The coating composition of claim 2, wherein said pigments are selected from the group consisting of azo (monoazo, disazo), naphthol, naphthol AS, salt type (lakes), benzimidazolone, condensation, metal complex, isoindolinone, isoindoline and polycyclic (phthalocyanine, quinacridone, perylene, perinone, diketopyrrolopyrrole, thioindigo, anthraquinone, indanthrone, anthrapyrimidine, flavanthrone, pyranthrone, anthanthrone, dioxazine, triarylcarbonium, quinophthalone) pigments.

5. The coating composition of claim 4, wherein said pigments have a particle size of 100 nanometers or less.

6. The coating composition of claim 1, wherein said resinous binder comprises a curable polymer composition.

7. The coating composition of claim 1, wherein the concentration of said colorants in said first layer is about 0.001 wt.% - 50 wt.%.

8. The coating composition of claim 1, wherein the concentration of said light-absorbing particles in said second layer is about 0.001 wt.% - 80 wt.%.

9. The coating composition of claim 1, wherein the color value L^* of the second layer is less than about 40.

10. A coated article comprising a substrate and the coating composition of claim 1, wherein said lower layer is positioned on said substrate.

11. The coated article of claim 10, further comprising a third layer overlying said upper layer, said third layer comprising an uncolored polymer composition.

12. A method of creating a color effect in a coating comprising the steps of:

providing the coating composition of claim 1;

illuminating the coating composition with light having a first intensity of light, such that the coating composition exhibits a first colored appearance dominated by absorbance of light by the colorants and the light-absorbing particles; and

illuminating the coating composition with light having a second intensity which is greater than the first light intensity, such that the coating composition exhibits a second colored appearance dominated by fluorescent light emitted by the colorants.

13. The method of claim 12, wherein the colorants comprise dyes or pigments.

14. The method of claim 13, wherein the dyes are selected from the group consisting of acridines, anthraquinones, coumarins, diphenylmethanes, diphenylnaphylmethanes, quinolones, stilbenes and triphenylmethanes.

15. The coating composition of claim 13, wherein the pigments are selected from the group consisting of azo (monoazo, disazo), naphthol, naphthol AS, salt type (lakes), benzimidazolone, condensation, metal complex, isoindolinone, isoindoline and polycyclic (phthalocyanine, quinacridone, perylene, perinone, diketopyrrolopyrrole, thioindigo, anthraquinone, indanthrone, anthrapyrimidine, flavanthrone, pyranthrone, anthanthrone, dioxazine, triarylcarbonium, quinophthalone) pigments.

16. The method of claim 12, wherein the color value L^* of the second layer is less than about 40.

17. The method of claim 12, further comprising the step of applying the coating to a substrate.